

WHAT IS CLAIMED IS:

1. An advertisement transmitting system in which
a first device which makes communication with a
portable terminal, a second device which has print data
5 registered therein, and a printer device which has a
communication function and carries out printing are
connected to each other via a communication line, the
first device comprising:

a storage section which stores advertisement
10 information which produces an advertisement that
contains image information;

a production section which produces advertisement
data that contains advertisement document information
to be transmitted to the portable terminal by using
15 advertisement information stored in the storage
section; and

a transmission section which transmits
advertisement data produced by the production section
to the portable terminal via the communication line;

20 the second device comprising:

a receiving section which receives a request for
printing an advertisement document contained in the
advertisement data from the portable terminal via the
communication line;

25 an acquiring section which acquires print data
that corresponds to a request for printing an
advertisement document received at the receiving

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section from advertisement information stored in the storage section via the communication line; and

a registering section which registers print data acquired by the acquiring section,

5 the printer device comprising:

an accepting section which accepts a request for printing the advertisement document;

10 a readout section which reads out print data registered in the registering section according to a request for printing an advertisement document accepted by the accepting section; and

a printing section which prints print data read out by the readout section.

2. An advertisement transmitting system according to claim 1, wherein the storage section stores advertisement information in response to advertisement identification information.

3. An advertisement transmitting system according to claim 1, wherein the production section uses advertisement layout information, advertisement type information, and profile information added to address information on the transmitting portable telephone set, thereby producing advertisement data.

4. An advertisement transmitting system according to claim 1, wherein the transmission section transmits E-mail.

5. An advertisement transmitting system according

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to claim 1, wherein a portable terminal to which the transmission section transmits advertisement data is registered in advance.

5 6. An advertisement transmitting system according to claim 1, wherein the printer device is installed at a shop.

10 7. An advertisement transmitting system according to claim 1, wherein the accepting section accepts a request for printing an advertisement document by making operation from an operating section provided at the printer device.

15 8. An advertisement transmitting system according to claim 1, wherein the accepting section accepts a request for printing an advertisement document delivered from the portable telephone set via wireless communication.

20 9. An advertisement transmitting system according to claim 1, wherein the accepting section having received the request for printing the advertisement document carries out individual authentication.

25 10. An advertisement transmitting system in which a first device which makes communication with a portable terminal, a second device which has print data registered therein, and a printer device which has a communication function and carries out printing are connected to each other via a communication line, the first device comprising:

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a storage section which stores advertisement information which produces an advertisement that contains image information;

5 a first production section which produces advertisement data that contains advertisement document information to be transmitted to the portable terminal by using advertisement information stored in the storage section;

10 a first transmission section which transmits advertisement data produced by the production section to the portable terminal via the communication line;

15 a first receiving section which receives via the communication line a request for printing an advertisement document contained in the advertisement data from the portable terminal;

20 a second production section which produces print data in response to the request for printing the advertisement document received at the first receiving section from the advertisement information stored in the storage section; and

a second transmission section which transmits the print data produced at the second production section to the second device,

the second device comprising:

25 a second receiving section which receives print data transmitted from the second transmission section; and

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a registering section which registers the print data received from the second receiving section,

the printer device comprising:

5 an accepting section which accepts the request for printing the advertisement document;

a readout section which reads out the print data registered in the registering section in response to the request for printing the advertisement document accepted by the accepting section; and

10 a printing section which prints the print data read out at the readout section.

11. An advertisement transmitting system in which a first device which makes communication with a portable terminal, a second device which has print data registered therein, and a printer device which has a communication function and carries out printing are
15 connected to each other via a communication line, the first device comprising:

a storage section which stores advertisement
20 information which produces an advertisement that contains image information;

a production section which produces advertisement data that contains advertisement document information to be transmitted to the portable terminal by using
25 advertisement information stored in the storage section; and

a first transmission section which transmits

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advertisement data produced by the production section
to the portable terminal via the communication line;

the second device comprising:

5 a receiving section which receives a request for
printing an advertisement document contained in the
advertisement data from the portable terminal via the
communication line;

10 an acquiring section which acquires print data
that corresponds to a request for printing an
advertisement document received at the receiving
section from advertisement information stored in the
storage section via the communication line;

a registering section which registers print data
acquired by the acquiring section,

15 a second transmission section which, after
registering print data at the registering section,
produces identification information and a password,
followed by transmitting the identification information
and password to the portable terminal via the
20 communication line; and

a control section which carries out control for
storing the identification information and password
transmitted at the second transmission section,
compares the information and password with the
25 identification information and password transmitted
from the printer device, determines whether or not the
request for printing the advertisement document can be

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made, and notifies the fact to the printer device,
the printer device comprising:

an accepting section which accepts a request for
printing the advertisement document;

5 a request section which, when the accepting
section has accepted the request for printing the
advertisement document, requests input of the
identification information and password;

10 a third transmission section which transmits the
identification information and password inputted in
response to a request of the request section to the
second device;

15 a readout section which, when a notification that
the request for printing the advertisement document is
enabled has been received from the second device in
response to the identification information and password
transmitted by the third transmission section, reads
out print data registered in the registering section
according to the request for printing an advertisement
20 document received by the accepting section; and

a printing section which prints print data read
out by the readout section.

25 12. An advertisement transmitting system in which
an information processing device which makes
communication with a portable terminal and a printer
device which has a communication function, the printer
device carrying out printing, are connected to each

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other via a communication line, the printer device comprising:

a receiving section which receives a coupon print request from the portable terminal via the communication line; and

a control section which adds coupon information in response to the coupon print request received by the receiving section, followed by controlling coupon printing,

the information processing device comprising:

a reading section which reads coupon information added to the coupon printed under the control of the control section; and

a processing section which carries out processing based on the coupon information read by the reading section.

13. An advertisement transmitting system according to claim 12, wherein the receiving section receives a coupon print request from the portable terminal via Internet.

14. An advertisement transmitting system according to claim 12, wherein the coupon information printed after controlled by the control section is a bar code.

15. An advertisement transmitting system according to claim 12, wherein the reading section is a bar code reader which optically reads data.

16. An advertisement transmitting system in which

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an information processing device which makes communication with a portable terminal and a printer device which has a communication function, the printer device carrying out printing, are connected to each other via a communication line, the printer device comprising:

a receiving section which receives a ticket print request from the portable terminal via the communication line; and

a control section which adds authentication information in response to the ticket print request received by the receiving section, followed by controlling ticket printing,

the information processing device comprising:

a reading section which reads authentication information added to the ticket printed under the control of the control section; and

a display section which displays the authentication information read by the reading section.

17. An advertisement transmitting system according to claim 16, wherein the information processing device is provided at a facility such as theater where one can enter by the ticket.

18. An advertisement transmitting system according to claim 16, wherein the authentication information added to the control section is a customer's name and birthday.

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